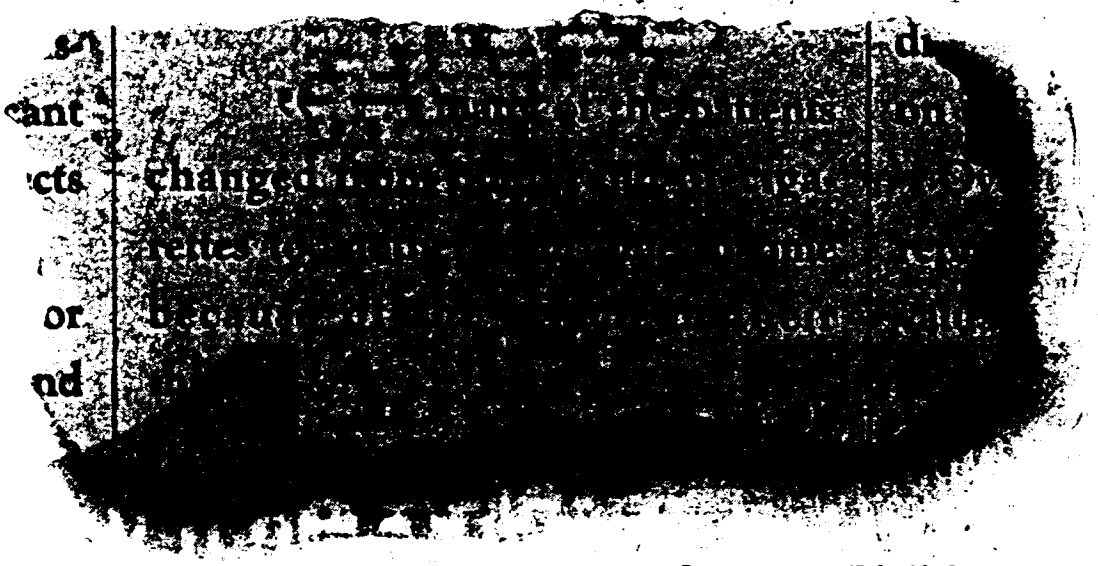

Laryngoscope, Feb. 1935
Vol. XLV, No. 2, 149-154

ON GUIDING PATIENTS IN THEIR CIGARETTE SMOKING

It is certainly worth knowing that tests reported in the same paper showed every case of irritation of the nose and throat due to smoking *cleared completely or definitely improved* when smokers changed to Philip Morris.

Write for reprints of published studies on the comparative irritant properties of cigarettes. Address Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York.

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